



THE RED DRESS IS THE NATIONAL SYMBOL FOR WOMEN AND HEART DISEASE AWARENESS

NHLBI Projected to Again Set Red Dress Trends at Fashion Week 2006
***The Heart Truth's* Red Dress Collection Announces Its Return**
To February's Olympus Fashion Week

A theatrical production that combines fashion, music, and heart health will again take center stage on the runway at Olympus Fashion Week. In its critically-acclaimed style—with the support of the fashion industry, co-sponsors Johnson & Johnson and affiliated companies, and Celestial Seasonings, and Swarovski, and magazine partners *Woman's Day* and *Elle*—*The Heart Truth* and its Red Dress Collection 2006, an ensemble of red dresses designed to raise awareness about women's risk for heart disease, will return to Fashion Week for its fourth year.

The most preeminent fashion houses will once again join the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health, to stage *The Heart Truth's* Red Dress Collection under the tents at Bryant Park on National Wear Red Day, Friday, February 3, 2006, for a spectacular opening day fashion show. More than twenty female musical artists encompassing all music genres from country and rock to hip hop and Broadway—including luminaries Amerie, Bebe Neuwirth, CeCe Winans, Christina Milian, Debbie Harry, Eartha Kitt, Jossie Perez, LeAnn Rimes, Lee Ann Womack, Michelle Phillips, Nelly Furtado, Sheryl Crow, and Thalía—are expected to walk the Red runway to support the cause. They will be wearing Red Dresses created by the following top designers:

Betsey Johnson
 BCBG Max Azria
 Calvin Klein
 Carmen Marc Valvo
 Daniel Swarovski
 Diane von Furstenberg
 Donna Karan

Esteban Cortazar
 Kenneth Cole
 Luca Luca
 Michael Kors
 Narciso Rodriguez
 Nicole Miller
 Oscar de la Renta

Ralph Lauren
 Richard Tyler
 Sean by Sean Combs
 Tommy Hilfiger
 Tracy Reese
 Vera Wang
 Zac Posen

Packed with glamour and excitement, the fashion show draws more than a thousand everyday "real women" and prestigious front row personalities. In 2005, these included *The Heart Truth's* ambassador, First Lady Laura Bush, Today show host, Katie Couric, and participating designers Oscar de la Renta, Carolina Herrera, Nicole Miller, Tommy Hilfiger, Esteban Cortazar, Carmen Marc Valvo, and Luca Orlandi.

(more)



HEART DISEASE *doesn't* CARE WHAT YOU WEAR—IT'S THE #1 KILLER OF WOMEN



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NHLBI created and launched the Red Dress as the national symbol for women and heart disease awareness. Coupled with the slogan “Heart Disease Doesn’t Care What You Wear, It’s the #1 Killer of Women”, the Red Dress leverages a powerful influence in women’s lives—fashion—to deliver a very serious and urgent wake-up call to American women. NHLBI’s ingenious creation of the Red Dress provided the much-needed rallying symbol to unite partners—the fashion world, women’s health community, major corporations, and voluntary and community groups—toward a common goal of greater awareness and better heart health for all women.

NHLBI continues to lead the nation in a landmark heart health awareness movement that is being embraced by millions, and its Red Dress symbol is fast becoming one of the most recognizable health symbols in the United States. The movement is already bringing about change. Women’s awareness that heart disease is their #1 killer has increased from 34 percent in 2000 to 57 percent in 2004. For more information, visit www.hearttruth.gov.

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